Sponsorship opportunities for 50th Brighton Festival

Local businesses are being offered a unique opportunity to be part of a major historical landmark next year as Brighton Festival - the largest and most established annual curated multi-arts festival in England – celebrates its 50th year of bringing arts and culture to the city in 2016.

Established in 1967, Brighton Festival become one of the city’s most enduring symbols of inventiveness and celebration over the past half century. This milestone year offers a chance for companies to be a part of the celebrations and also to demonstrate the spirit of partnership that will enable the city to thrive for the next fifty years.

With audiences reaching over 460,000 in 2013, Brighton Festival not only encourages visitors the city, but also engenders a sense of pride that increases leisure visits. Audience data demonstrates that 36% of Brighton Festival bookers are from outside the city and of the rest - a third of these local resident bookers - also buy tickets for visiting friends and family.

The annual Children’s Parade - the largest of its kind in Europe - which traditionally opens the Festival is embraced by the whole city, attended by 5,000 children from over 80 schools and community groups from across the region and watched by many thousands of spectators.

Andrew Comben, Chief Executive, Brighton Dome & Brighton Festival said: “I believe Brighton Festival has become part of the city’s DNA – one of the things everyone thinks about when they think of Brighton and part of the reason businesses and visitors want to come here. One of the most exciting thing is that the whole city gets involved, from our colleagues in the cultural sector to the city’s hotels and pubs. Together, we make sure the month is not only a cause for celebration, but also one that contributes tens of millions of pounds to our local economy every year.”

As a registered arts charity with just 34% of its operational costs covered by regular public funding, Brighton Dome & Brighton Festival has to raise from a variety of sources, the other 66% needed to operate and to continue to successfully run the various strands of the organisation. Sponsoring Brighton Festival not only allows businesses to raise their profile, reach new customers by engaging with over half a million audiences and expand their networks, but also meet corporate social responsibility objectives by supporting the local community through outreach work.

2015 sponsors included University of Sussex, Southern Water, Brighton and Sussex Medical School, London Gatwick, Mayo Wynne Baxter, Class of Their Own, Riverford Organic Farms, DMH Stallard, The Montefiore Hospital, Nutshell Construction Limited, Griffith Smith Farrington Webb LLP solicitors and GM Building.

Confirmed sponsors for 2016 already include Nutshell Construction and SELITS.

Managing Director, Nutshell Construction, Ben Copper said: “We are delighted to be renewing our sponsorship of the Brighton Festival during its 50th anniversary year. Sponsorship of the event gets us in front of potential customers, it raises our profile by associating our business with a gilt-edged brand and it makes real business sense – as well as giving us a chance to support the arts and our home town.”
Andrew Comben continues: “Bringing Brighton Festival together every year is an incredible privilege. We wouldn’t be able to present the sheer number of quality performances, installations and exclusive talks that make up Brighton Festival without the help of sponsors, many of whom also support the work of Brighton Dome year-round. It’s an exciting time for Brighton Festival as we look towards our 50th celebrations in 2016 - and with the help of new and returning supporters we hope to make it very special indeed.”

To find out more about sponsorship opportunities for the 50th Brighton Festival in 2016, please contact Kata Gyongyosi on 01273 260 810 or email kata.gyongyosi@brightondome.org

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NOTES TO EDITORS:

About Brighton Festival:

- Brighton Festival is England’s most established annual mixed arts Festival which takes place across three weeks in the city each May. It is a major milestone in the international cultural calendar and in 2013 achieved a new record audience reach of 468,000
- Renowned for its pioneering spirit and experimental reputation, Brighton Festival’s inaugural programme included the first ever exhibition of Concrete Poetry in the UK, alongside performances by Laurence Olivier, Anthony Hopkins and Yehudi Menuhin. Now one of Europe’s leading arts festivals for artists and audiences, Brighton Festival is known for commissioning and producing an ambitious programme that aims to make the most of the city’s distinctive cultural atmosphere.
- Brighton Festival attracts inspiring and internationally significant Guest Directors who bring cohesion to the artistic programme with British sculptor Anish Kapoor as inaugural curator in 2009 followed by the Godfather of modern music Brian Eno in 2010, the Burmese Democracy leader Aung San Suu Kyi in 2011, actress and Human Rights campaigner Vanessa Redgrave in 2012, poet, author and former Children’s Laureate Michael Rosen in 2013 and choreographer, composer, musician and performer Hofesh Shechter in 2014.
- Brighton Festival includes visual art, theatre, music, dance, circus, books and debates, family friendly events and outdoor performances throughout the city including site-specific and unusual locations.
- Brighton Dome & Brighton Festival produces the annual Brighton Festival and also manages the three venues of Brighton Dome year round – a three space, Grade 1 listed building made up of the Concert Hall, Corn Exchange and Studio Theatre.
- Each year, the work of the Creative Learning team reaches over 15,000 people in Brighton & Hove and beyond through innovative projects such as Miss Represented - an arts collective of vulnerable young women who have been involved with the criminal justice system and isolated young women in the community; the Umbrella Club - a membership club for children and young people with lifelimiting conditions and their siblings and carers; and Three Score Dance Company, created to offer contemporary dance opportunities for men and women aged 60+ in Brighton & Hove.
- Brighton Dome & Brighton Festival is a registered arts charity [registered charity no 249748]